Job No. 861 March, 1956 Number	Place PA5
Job 140. 601 March, 1930 Rumber	And Angelia Marie and Angelia
াত প্ৰকাশ কৰিছে। প্ৰস্তুতিৰ কৰিছে কৰা প্ৰকাশ কৰিছে কৰিছে প্ৰকাশ কৰিছে কৰিছে প্ৰস্তুতিৰ কৰিছে কৰ	Screen Interview No.
Fig. 1. Sec. 1	
FOR PINK AND BLUE QUI	ESTIONNAIRES ONLY:
CROSS-SECTION	10-1
OVERSAMPLE	
	항공하는 15 시간 15 시간 10 시간 1
was a second of the second of the second of the second	
4. How long ago did you first start to smoke filter tips regularly?	6. What brand of non-filter-tip cigarettes were you smoking before
	you first started to smoke filter tips regularly?
Less than 3 mos. 11-1	Always smoked filters (vol.)14-1
· 建基础设施的 医二甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基	The state of the s
3 mos — less than 9 mos. 2	Camels 2
9 mos — less than 11/2 yrs3	Chesterfield:
1½: yrs. — less than 2½ yrs4	Regular3
	King4
2½ yrs. — less than 3½ yrs5	
	Herbert Tareyton5
3½; yrs. or more6	
374, 774 01 2010	Kool6
Don't know7	Lucky Strike7
Don't know	Lucky Strike
	Old Gold:
A STATE OF THE STA	
	Regular 8
5. Why did you first start to smoke filter tips regularly?	King9
and the same of th	
	Pall Mall15-1
12-	Philip: Morris:
•	Regular2
	King3
13-	
	Spud4
	Other regular5
Don't know13-Y	
	Other king6
	No regular brand7
	Don't: know8
· · · · · · · · · · · · · · · · · · ·	

Page 2 PA5	
7a. Here is a card with a list of brands on it. (HAND RESPONDEN never heard of?	T WHITE CARD) Are there any brands on that list you have
(BONG) ESSENCE - LENGTON AND LENGTON (BONG) AND	10a. 13a. 13a.
Never Brand beard Never started First S	Have Tried smoked but never econd regue moked Don't
of tried on switch	witch Present larly regularly know
Du Maurier 2 2 2 2	24-1 26-1 22-1 2
Encore 3 3 3 3	3 3 4 7 8 (Aik b 9 for
(filter) 4 4 4 4 Kent 5 5 5 5 5	0 X Parlia-Y ment 3
Kool 6 6 6 6 6 L& M 7 7 7 7 7	6 6 Mari-
Mariboro (filter) 8 8 8 8	8 8 0 X and Y
Old Gold (filter)17-119-121-123-1	25-1 27-11 30-1 2 other 33 4 5 broad 56 4
Spud 3 3 3 3 Viceroy 4 4 4 4	
Viceroy 4 4 4 4	-4 -4 -0 -X
Other filter XXX XXX66	6666666666
No regular brand XXX: XXX:7.to 1117.	7 XXX XXX XXX XXX (Skip (Skip)
Still smoking brand XXX XXX XXX	8 to 11c):8!to 11c): XXX XXX XXX XXX XXX XXX
(Skip (Skip   Don't know   XXX   XXX   O'to 9a)   O to 10a)	***
7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOYE IN 7b COLUMN):	8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN))
	b. Why did you choose (brand in 8a) as your regular brand?
IF RECORDED IN 76 ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)	
c. Is there any particular reason why you have never tried. (Parliament, Marlboro, others)?	. Taking tahun 1906 kalang berada 1924 ka 1924 Kanangan pangangan p
Parliaments:	39-
33-	Don't know39-Y.
None or don't know33-Y	
Mariboro:	94. What brand did you switch to when you stopped smoking
34-	(brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)
35-	b. Why did you switch from (brand in 8a) to (brand in 9a)?
None or don't know35-Y	
Other:	40-
 36–	
	al 1 th 41− C

	PAS Page 3
10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)	IF RECORDED IN 136 "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY
	13b. Why didn't you ever smoke (Parliaments, Marlboro, other)
b. Why did you switch from (brand in 9a) to (brand in 10a)?	as your regular brand?
	Parliaments:
문제한 숙합한 16 10 16 15 15 15 15 15 15 15 15 15 15 15 15 15	
1	
	Don't know50-Y
Thomas to the second of the se	
Don't know 43-Y	Marlboro:
- 1]a. And your present brand is is that right?	
(RECORD AT LEST IN 11a. COLUMN)	[ ]
The first of the second of the	French Bart I say a say a fait a fait a fait a
	Don't know 52+Y
b. Why did you switch to that brand from your previous	
brand?	Other:
요요 (BTTK 그는 요금) 왕에 보는 생각이 되었다. 그 것 같다.	
	53 <b>-</b>
	)
45-	Don't know54+Y
4)-	
	ASK EVERYONE
Don't know45-Y	14a. If you couldn't get your regular brand, what brand would
	you buy as a second choice?
	<u>a.</u> <u>b.</u>
c. How long have you been smoking your present brand?	2nd Would choice not buy
Less than 3 mos46-1	enoice nor bay
	Dia Maneior SS: 1 S7: 1
Less than 3 mos46-1	Du Maurier55-157-1 Encore22
3 mos.—less than 9 mos2	Du Maurier55-157-1 Encore22 Herb. Tareyton (filter)33
3 mos.—less than 9 mos2	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4
	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4
3 mos.—less than 9 mos2 9 mos.—less than 1½ yrs3	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 Marlboro 6 6
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 Old Gold (filter) 7 7 Parliament 8 8
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4	Encore 2 2 Hetb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 Marlboro 6 6 Old Gold (filter) 7 7 Parliament 8 8
3 mos.—less than 9 mos. 2  9 mos.—less than 11/2 yrs. 3  11/2 yrs.—less than 21/2 yrs. 4  21/2 yrs.—less than 31/2 yrs. 5	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2
3 mos.—less than 9 mos. 2  9 mos.—less than 11/2 yrs. 3  11/2 yrs.—less than 21/2 yrs. 4  21/2 yrs.—less than 31/2 yrs. 5  31/2 yrs.—or over 6	Encore 2 2 Hetb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2
3 mos.—less than 9 mos. 2  9 mos.—less than 11/2 yrs. 3  11/2 yrs.—less than 21/2 yrs. 4  21/2 yrs.—less than 31/2 yrs. 5  31/2 yrs.—or over 6  Don't know 7	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2
3 mos.—less than 9 mos. 2  9 mos.—less than 11/2 yrs. 3  11/2 yrs.—less than 21/2 yrs. 4  21/2 yrs.—less than 31/2 yrs. 5  31/2 yrs.—or over 6  Don't know 7	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2 Viceroy 3 3 3 Vogue 4
3 mos.—less than 9 mos. 2  9 mos.—less than 11/2 yrs. 3  11/2 yrs.—less than 21/2 yrs. 4  21/2 yrs.—less than 31/2 yrs. 5  31/2 yrs.—or over 6  Don't know 7	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2 2 Viceroy 3 3 3 Vogue 4 4 Winston 5 5
3 mos.—less than 9 mos. 2  9 mos.—less than 11/2 yrs. 3  11/2 yrs.—less than 21/2 yrs. 4  21/2 yrs.—less than 31/2 yrs. 5  31/2 yrs.—or over 6  Don't know 7	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2 2 Viceroy 3 3 3 Vogue 4 4 Winston 5 5 5
3 mos.—less than 9 mos. 2  9 mos.—less than 11/2 yrs. 3  11/2 yrs.—less than 21/2 yrs. 4  21/2 yrs.—less than 31/2 yrs. 5  31/2 yrs.—or over 6  Don't know 7	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2 Viceroy 3 3 3 Vogue 4 4 Winston 5 5 Other filter 6 6 Any filter 7 XXXX
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5  3½ yrs.—or over 6  Don't know 7	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2 2 Viceroy 3 3 Vogue 4 4 Winston 5 5 5 Other filter 6 6 Any filter 7 XXX  Go back to non-filter: Regular size 8 XXX King size 9 XXX
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5  3½ yrs.—or over 6  Don't know 7	Encore 2 2 Hetb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2 2 Viceroy 3 3 3 Vogue 4 4 Winston 5 5 Other filter 6 6 Any filter 7 XXX Go back to non-filter: Regular size 8 XXX King size 9 XXX Either
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5  3½ yrs.—or over 6  Don't know 7	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2 2 Viceroy 3 3 Vogue 4 4 Winston 5 5 Other filter 6 6 Any filter 7 XXX Go back to non-filter: Regular size 8 XXX King size 9 XXX Either regular or king 0 XXX
3 mos.—less than 9 mos.  9 mos.—less than 1½ yrs.  1½ yrs.—less than 2½ yrs.  2½ yrs.—less than 3½ yrs.  5  3½ yrs.—or over  6  Don't know  7	Encore
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5  3½ yrs.—or over 6  Don't know 7	Encore
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5  3½ yrs.—or over 6  Don't know 7  12. Are there any other things you particularly like about your present brand that you have not mentioned?	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2 2 Viceroy 3 3 3 Vogue 4 4 Winston 5 5 Other filter 5 6 Any filter 7 XXX Go back to non-filter: Regular size 8 XXX King size 9 XXX Either regular or king 0 XXX None X X (Skip
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5  3½ yrs.—or over 6  Don't know 7  12. Are there any other things you particularly like about your present brand that you have not mentioned?  47— 48— Don't know 48—Y	Encore
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5  3½ yrs.—or over 6  Don't know. 7  12. Are there any other things you particularly like about your present brand that you have not mentioned?  47-  48-  Don't know. 48-Y  CHECK RECORDING BUANK AND ASK FOR ALL BRANDS NOT	Encore
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5  3½ yrs.—or over 6  Don't know 7  12. Are there any other things you particularly like about your present brand that you have not mentioned?  47—  48—  Don't know 48—Y	Encore
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5  3½ yrs.—or over 6  Don't know 7  12. Are there any other things you particularly like about your present brand that you have not mentioned?  47-  48-  Don't know 48-Y  CHECK RECORDING BUANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.	Encore
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5  3½ yrs.—or over 6  Don't know 7  12. Are there any other things you particularly like about your present brand that you have not mentioned?  47-  48-  Don't know 48-Y  CHECK RECORDING BUANK AND ASK FOR AUL BRANDS NOT	Encore 2 2 Herb. Tareyton (filter) 3 3 Kent 4 4 L & M 5 5 5 Marlboro 6 6 6 Old Gold (filter) 7 7 Parliament 8 8 Regent 56-1 58-1 Sano (filter) 2 2 Viceroy 3 3 3 Vogue 4 4 Winston 5 5 Other filter 0 6 Any filter 7 XXX Go back to non-filter: Regular size 8 XXX King size 9 XXX Either regular or king 0 XXX None X X (5kip Don't know Y Y to 15) b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE) c. Why wouldn't you buy that brand? Any other reasons?
3 mos.—less than 9 mos. 2  9 mos.—less than 1½ yrs. 3  1½ yrs.—less than 2½ yrs. 4  2½ yrs.—less than 3½ yrs. 5  3½ yrs.—or over 6  Don't know 7  12. Are there any other things you particularly like about your present brand that you have not mentioned?  47—  48—  Don't know 48—Y  CHECK RECORDING BLANK AND ASK FOR AUL BRANDS NOT MENTIONED EYER IN QUES. 7-11.	Encore

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RESPOI phrases others? you use	a card with NDENT YELLO would you u Which of the to describe (E S ASKED)	W CARDI W ise to describe words and p	hich of the (Marlboro hrases on th	se words and o, etc.)? Any ie card would	6	magine for a liter-tip cigar erand he wo isted on thi would you bu actually know	rettes for (a uld most lii is card (HJ uy for (a tru	truck driver kely smoke. AND RESPO	r, etc.)—a p Which of NDENT PIN	ack of the the brands of IK CARDI
	en de la companya de La companya de la co		arlia Vi					inuck	Sten-	Bank
1. Tas	tes like a	bore n	nent ro	<u></u>					r ographer	
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	n's cigarette _ cleanest smol			22 33						11年,1995年第
	h class		4		E	ncore		2	. 22	2
5. Sno	bbish		5	5:5			والمرازية والمعاشر			
	rly made	6	6	66	I	lerbert Tarey	yton (filter)	كسنت أقيد	.33	- 3
• 1	expensive d value	7		77			<b>7.</b>	3. <b>a</b> t 1. j. 1.		
for	money	8		88	K	ent:		5141	44	
the second of the second	d to draw on d flavor	9	9 o	99	. ∦		ng jinang ti Ngganggang kal			
	enough taste			5	- U - I.	& M			.55	5
	e attrac-		2	_22				2 s 11:50 f	-	
	strong					Mariboro		6	.66	6
	erior quality .									
15. Od tast	or peculiar.	5	5:	55	1	old Gold (fi	jter)		_77	
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	inctive					/icarov		o.	.919	
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won	nen	13+1								
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,	for me:		3	3:3	1					
No: kno	ne or don't	1	4	_4 4	I	Don't know		Y	YY	Y
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					_! <u>'</u>				· _ ·	
17. From •	hat: you know RESPONDENT	∘ of the vario ΓPINK CARD	ous brands, I	which of the	se brands of	f filter tips v	vould you sa	y has the (	best taste, et	c.)?
	*.		٠		Best	Worst	Best	Worst	Most	Least
	• •	**	Best tuste	Worst: taste:	package	looking. package	type of package	type of	affective filter	effective files
	Du Maurice		27-1	28-1	29-1	30-1	31-1	package 32-1		filter
	Encore		2	2	2	2		32-1	33–1	34–1 2
	Herbert: Tar:	eyrou (filter)	3	3	3	3	-,	2	2	
	Kent		4	4	4	4	4	4	4	4
			5	5	<b>5</b>	5	5	5	5:	5
	Mariboro		6		6		6	6	6	6
	Man Doro				_	7·	7	7	7	7·
	Old Gold (fi	ilter)		7	7	/				/
	Old Gold (fi	ilter)		8	8	8		8	8	8
	Old Gold (6) Parliament		8	8:	8 ·	8 ·		8	8	<b>8</b> 1
	Old Gold (fi		9	8:						8

18a. When you go to buy your regular brand of filter tips, do you find that:    You never have any trouble finding a store that carries them		PAS Page 5
You never have any trouble finding a store that carries them 35-1 OR  A few stores don't carry them, but most stores do OR  While many stores do carry them, a lot of stores don't_3 OR  While many stores do carry them, a lot of stores don't_3  Don't know 5  B. Did you buy any filter tip eigarettes yesterday, either for yourself or someone siles?  Yes 36-1 (Ask c) No 2 C. How many did you buy?  C. How many did you buy?  By the pack (Skip to 19) Don't know 3  2 packs 2 2 carrons 6 3 - 9 packs 3 3 or more carrons 7 10 or more packs 4 Don't know 8 funct carron)  d. Where did you buy them?  Drugtors 38-1 Vending matchine 4 New-cigar stand or store 2 Other 5 Grocory trione or more matchers of family 9 Don't know 0  Don't know 0  19a. To your knowledge, is the price of some filter tip brands higher than others, and others and others and others and others. 39-1 (Ask b) All the stens 28  I Skip to 20)  I Skip to 20)  Dan't linew 49-Y.  ISkip to 20)	18a. When you go to buy your regular brand of filter tips, do	
Carrier them	You never have any trouble finding a store that	
A few notes don't carry them, but most stores do  OR  OR  While many stored do carry them, a lot of stores don't  OR  Only a few notes carry your regular brand  Don't know  Don't know  Don't know  Don't know  Don't know  Don't know  No  Yes	and the contract of the contra	priced priced
While many stores do carry tham, a lot of stores don't		Du Maurier40-1
While many stores do carry them, a lot of stores don't	The state of the s	그는 그 사람들이 가는 사람들이 얼마나 얼마나 얼마나 얼마나 되었다.
Only a few notes carry your regular brand	A legal to be a legal to a soil of the second of the secon	(filter)
Don't know	OR	Rent
Don't know	Only a few stores carry your regular brand	Marlboro 6
b. Did yon buy any filter tip cigarettes yesterday, either for yourself or someone else?  Yes		Old Gold (filter) 7
Yes		an a
No2 Don't know		
Company did you buy?   Self   By the pack   By the pack   Self   By the pack   Self   By the pack   Self	- 1	
By the pack		
By the pack	c. How many did you buy?	and the second s
1 pack 37-1 1 carton 5 2 packs 2 2 cartons 6 3 - 9 packs 3 3 or more cartons 7 10 or more packs 4 Don't know 8 (not carton) 4. Where did you buy them?  Drugstore 38-1 Vending machine 4 Neve-cigar stand or store 2 Other 5 Grocery store or supermarker 3 Don't know 6  Who did you buy the cigarettes for?  Self 38-7 Other, not member of family 8 Other, not member of family 9 Don't know 0  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Askb)  All the same 57-1 1 carton 58 Outering 6  QUESTION 19c OMITTED ON THIS FORM  IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY  d. Why do you think (Parliaments, Marlboros, other) cost more than other brands?  Parliaments:  Parliaments:  Maciboros:  Maciboros:  Other, not member of family 9 Don't know 49-Y  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Askb)  All the same 57-1	=/	Don't know
3 - 9 packs 3 3 or more cartons 7 10 or more packs 4 Don't know 8 (not carton)  d. Where did you buy them?  Drugstore 38-1 Vending machine 4 New-cigar stand or store 2 Other 5  Grocery store or supermarket 3 Don't know 6  e. Who did you buy the cigarettes for?  Self 38-7  Other, member of family 8  Other, not member of family 9  Don't know 0  Don't know 49-Y.  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Ask b)  All the same 2 (Skip to 20)	<u></u>	QUESTION 19c OMITTED ON THIS FORM
AND ONE OTHER X'd BRAND, IF ANY  (not carton)  d. Where did you buy them?  Drugstore 38-1 Vending machine 4  News-cigar stand or store 2 Other 5  Grocery store or supermarket 3 Don't know 6  e. Who did you buy the cigarettes for?  Self 38-7  Other, member of family 9  Don't know 0  Don't know 0  Don't know 49-Y.  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Ask b)  All the same 2  (Skip to 20)	2 packs 2 2 cartons 6	en e
d. Where did you buy them?  Drugstore	· · · · · · · · · · · · · · · · · · ·	
d. Where did you buy them?  Drugstore		d. Why do you think (Parliaments, Marlboros, other) cost
Drugstore38-1		
Grocery store or supermarker:		
E. Who did you buy the cigarettes for?  Self	Grocery store or	47-
Self		Don't know47-Y
Other, not member of family 9  Don't know 0  Don't know 49-Y  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Ask b)  All the same 2  (Skip to 20)		Mariboros:
Don't know	Other, member of family	1
19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Ask b)  All the same 2 (Skip to 20)	Other, not member of family9	49-
higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Ask b)  All the same 2 (Skip to 20)	Don't know0	Don't know49-Y
Some prices higher than others39-1 (Ask b)   50-   All the same2	- i	Other:
		<b>50-</b>
the control of the co		51-
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Page 6 PA5	প্রকাশক্ষেত্রকর প্রকাশ প্রকাশক্ষেত্র প্রকাশক্ষেত্র করিছে এই ইউনি এই প্রকাশক্ষিত প্রকাশক্ষিত হয়। এই বিশ্ববিদ্য প্রকাশক্ষিত্রকর বিশ্ববিদ্যালয় বিশ্ববিদ্যালয় করিছে করিছে বিশ্ববিদ্যালয় করিছে করিছে বিশ্ববিদ্যালয় করিছে বিশ্
20a. Here is a list of some of the materials that are used in the	21. Do you usually moke a regular-size or a king-size cigarette?
filters of different brands of filter tip cigarettes. IHAND	and the provided property of the provided and the second of the control of the co
RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?	Regular size61-1 Long-size (vol.)4
Best Worst	King-nize 2 Either 5
Activated char-	In-between (vol.)3 Don't know6
coal filter52-153-1	and the control of the participant of the control o
Asbestos2	
Cellulose acetate filter 3 (Ask b) 3 (Ask d)	22. What is your occupation?
Cotton 4	Executive and professional62-1
Paper filter5	
Purocel filter 6	Small business proprietor2
	White collar.
None7 (Skip to c) 7 (Skip to 21)	Personal service and protective 4
Don't know8)	Personal service and protective
	Factory labor5
b. Do you happen to know a brand which uses that material	Non-factory labor6
in its filter? (If "yes") What brand?	
Has Has:	Farm proprietor7
Vos	Farm labor8
<u>Yea:</u>	Housewife 9
Du Maurier54-156-1	Housewife9
Encore:22	Other0
Herbert Tareyton (filter)33	
record faceyton (litter)	23a: Are you married or single?
Kent:44	
L & M55	Married63+1 (Ask b)
	Single2
Marlboro66	
Old Gold (filter) 77	Divorced3 (Skip to 24)
Parliament: 8 8	Widowed 4
Regent:55-157-1	b. What brand of cigarettes done your (husband) (wife)
Sano (filter)22	smoke?
	Does not smoke cigarettes64-1
Viceroy33	Does not live with respondent (vol.)2
Vogue44	
Winston	Smokes:
Winston3	Du Maurier65-1 Régent66-1
Other (filter)66	Encore:2 Sano: (filter)2
No	
	Herbert Tareyton Viceroy3
Don't: know88	Kent Vogue 4
	Kent,4
c. Which one of the materials on the card do you think would:	L & M
do the worst job of filtering (RECORD ASOVE)	1
do the worst job of intering the cond Above,	Mariboro 6 Other filter 6
do the worst job of intering vice one About	
d. Can you think of a brand which uses that material in its	Mariboro 6 Other filter 6

There is one difference you will notice before you even smoke them. When you open the package, you will find that one of the ways in which they differ from each other is that one has what they call a recessed filter—the filter doesn't come the whole way out to the end of the cigarette. The other type has a flush filter, one cut off even with the end of the cigarette. 

Just so we'll know what cigarette we are talking about, let's call one of them the "recessed tipped" cigarette and the other the "flush cigarette.

The two different types would sell for different prices.

talbi ai ny Giser

The price of cigarettes varies somewhat from store to store, but present Parliaments sell for about: # around here, while most brands of filter-tip cigarettes like Winstons or Viceroys sell for about # a pack.

The cigarettes with recessed tips would sell for (Winston price) ...t. and those with flush tips would sell for:

.....67-0 (Winston price plus 2/)

(Winston price: plus 4k):

(Winston price plus 7¢): ...... Y, the same price as present Parliament.

## MARK PRICE: ON EACH CARTON AS: YOU GIVE THEM TO: RESPONDENT

I'll call back in about a week, after you have had a chance to smoke both kinds and become familiar with them, to see which you like best. When would be a good time for me to call?

## QUESTIONS 25-27 OMITTED ON THIS FORM

		FACTU	JAL	
me of Respondent:	Sex::		Economic level:	
ne of Respondent:	Male	68-1	Α	68-7
	Female	2	В	8
ret::			C:	9
	Age:		D .	0
vn:	18-24	68÷3		
•	25-34	4	Races	
Iback date:	35-49	5	White	68-X
•	50 and over.	6	Negro	Y
*	Interview Date			
16:		(month)	(da	

Dam & DAS	
Page 8: PA5	是一个时间的一个时间的一个时间,但是一个时间的一个时间的一个时间的一个时间的一个时间的一个时间的一个时间的一个时间的
We are testing several different types of Parliaments, so I'd like	29a. Leaving aside the difference in price, which of the two
to check to see just which ones I gave you. I think I gave you one	rigarettes do you like better?
type which would sell forf, the same as Winstons or	
Viceroys. That type had recessed tips. And then I gave you some others which would sell for:	
	Recessed 18-1 (Skip to 32) 18-5 (Askie)
(Winston price plus 2)	Flush 2 (Ask b) (Skip
(Winston price plus 4¢)	6 to 34)
(Winston price plus 7()), the same price as present	No difference 3 (Skip XXX)
	Don't know 4) 10 d) 8) 10 34)
The ones had flush tips. Is that correct?	b. Would you say you like them a lot better or only a little
28a. How many of the cigarettes of each of the two different	better than the ones with the recessed tips?
types have you smoked?	Lot better19-1
Recessed Flush	Little better2
	Don't know
None11-1 (Ask b)111-6 [Ask b]	c. Why do you like them better?
Less than I pack	The state of the s
1 to less than 3 packs 3	
3 packs or over4\9\ 291	1 - 40, -15, -44 - 12 - 14, -14, -15, -15, -15, -15, -15, -15, -15, -15
Don't know5/0/	
th TVN	21-
b. Why, haven't you: smoked any; of (these, the): cigarettes?	·
Recessed	
	Don't know21-Y
	d. Now, considering everything, taste, price; package and the
12-	filter, which do you think you would be most apt to buy?
	(RECORD ABOVE)
,,	e. Why would you be more apt to buy the ones with the re-
13-	cessed tips instead of the others?
Don't know13-Y	22-
Flush	The State of the S
The second secon	23+ ( to 34)
and the second second in the second in the second	And the second of the second o
TERM.	Don't know23-Y
INATE	
	QUESTIONS: 30-31 OMITTIED ON THIS FORM.
15-	32. Would you say you like the ones with the recessed tips a lot.
	better or only a little better than others?
Don't know15-Y	Lot better19-1
	Little better2
Both	Don't: know3
<u> </u>	33. Why do you like them better?
16-	
	20-
17-	
The state of the s	21-
Don't know17-Y	Don't know21-Y
The second secon	

	PA5 Page 9
ASK EVERYONE	之后,"我们们的"我们"的"我们"的"我们"的"我们"的"我们"。 第一章
	一个一个多种的特殊性的特殊的
34a. If you couldn't get these present Parliaments, and the new type of Parliaments (the ones you would smoke) were the	a dia 1,570 magasian'i Arten, ao Frantsa. Ny INSEE dia mampiasa ny kaodim-paositra 612979. Ny INSEE dia mampiasa ny kaodim-paositra 61226. Ny INSEE dia mampiasa ny kaodim-paositra 61423.
rype of Parliaments (the ones you would smoke) were the	
rettes do you think you would smoke?	
New Parliament 24-1 (Ask b)	
Du Maurier 2	
Encore3	
Herbert Tareyton (filter)4	
Kent 5	
The state of the s	
Regular7	
King 8	
Old Gold (filter)25-1	
Regent2	
Sano:3	
Viceroy 4	
Vogue 5 Winstons 6	
Other (filter)7	
Non-filter 8	
Don't know9 (5kip to 35)	
Parliament: why do you like these new Parliaments better than other filter-tip brands?	
than other filter-tip brands?	
than other filter-tip brands?	
than other filter-tip brands?  26-  27-  (\$kip to 35)	
than other filter-tip brands?  26- 27- (Skip to 35)  Don't know	
than other filter-tip brands?  26- 27- (\$kip to 35)  Don't know 27-Y  c. Why do you like that brand better than these new Parlia	
than other filter-tip brands?  26- 27- (Skip to 35)  Don't know	
than other filter-tip brands?  26- 27- (\$kip to 35)  Don't know 27-Y  c. Why do you like that brand better than these new Parlia	
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Page 10 PAS  364. Here is a cord with a list of words and phrase on its Which of these words or phrases would you use to describe the ones with recensed sign? Any other? (HAND RESPONDET VELLOW CARD)  1. Tames like a real olganous 30-1			
36. Here is a card with a list of words and phrases on it. Which of these words or phrases would you are to describe the ones with recessed tips? Any other? IMAND RESPONDENT YELLOW CARD)  1. Tarter like a real cigarent solid sol	Page 10 PA5	도 있다면 아니라마 . 이 변환을 가造도 있다.	
True	36a. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the ones.	kind of a box, the kind of box that the	isual Parliaments
Second Flow   Soft package   3		This box 40-1	· Commence of the last
1. Tates like a real ejacette 30-1 32-1 2. Man's ejacette 2 2 2 3. The cleanest moke 3 3 -3 4. High clas 4 -4 5. Snobbith 5 5 -5 6. Poorly made 6 6 6 7. Too expensive 7 7 7 8. Good value for mone 8 8 8 9. Hard to draw on 9 9 10. Good flavor 0 0 -0 11. Not enough taste X X X 12. More structive tip Y Y Y 13. Too strong 33-1 33-1 14. Thou strong 33-1 33-1 15. Distinctive 3 - 6 19. Sairlying 7 7 7 20. Easy to draw on 8 8 21. Popular with women 9 9 22. For me 0 9 23. Not for me 0 X X None or don't know Y Y  15. How about the ones with flush tipe? Which words or phrases would you use to describe them?  (RECORD AROVE) Any others?  374. Which of the two types of new Parliament did you think was better as far as taste of fivor is concerned?  Receased 34-1 Flush 2 (Ship to 2) Don't know 4 (Ship to 39) b. Why do you think that one has the better taste or fivor?  Don't know 4 (Ship to 42)  CShip to 42)  Don't know 4 (Ship to 42)  CShip to 42)  Don't know 4 (Ship to 1)  Don't know 4 (Ship to 2)  CShip to 42)  Don't know 4 (Ship to 2)  Don't know 4 (Ship to 2)  CShip to 4)  Don't know 4 (Ship to 2)  Don't know 4 (Ship to 4)	4. 1 4. 1 4. 1 4. 1 4. 1 4. 1 4. 1 4. 1	Parliament box2	(Ask b)
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4. High class 4 4 5. Snabbits 5 5 5. Snabbits 6 money 8 8 6 9. Hard to draw on 9 9 9 9 10. Good flavor 0 0 0 11. Not enough taste X X X X Y 13. Too strong 31-1 31-1 14. Superior quality 2 2 2 15. Odd or peculiar cate 3 3 3 16. Midd 4 4 17. Upstedute 5 5 5 9 18. Distinctive 6 6 6 19. Snifering 7 7 7 7 20. Easy to draw on 8 8 8 21. Popular with women 9 9 9 22. For me 0 0 0 22. Note for me X X X None or don't know Y Y Y 5 1. How about the ones with flush fire? Which words or phrases would you use to describe them? (RECORD ABOVE) Any others?  374. Which of the two types of new Parliaments did you think was better as far as taste or flavor in concerned?  Recessed 3+1 (Akb) No difference or don't know 3 (Skip to 42)  b. Why do you think that one has the better taste or flavor?  2374. Which of the two types of new Parliaments did you think was better as far as taste or flavor in concerned?  375. Which of the two types of new Parliaments did you think was better as far as taste or flavor in concerned?  376. Why do you think that one has the better taste or flavor?  377. Which of the two types of new Parliaments did you think was better as far as taste or flavor in concerned?  378. Which of the two types of new Parliaments did you think was better as far as taste or flavor in concerned?  379. Which of the two types of new Parliaments did you think was better taste or flavor?  370. Why do you think that one has the better taste or flavor?  371. Which of the two types of new Parliaments did you think was better taste or flavor?  372. Why don't you like recessed filters there it is a well?		■ 「「知さった 展示的」。 which is the first the first term in the first t	(Skip to 41)
3. A. Sonobush   3. Sonobush	4. High class44		
7. Too expensive	5. Snobbish55		
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Was better as fan as taste or flavor is concerned?  Recessed			V S
Flush	37à. Which of the two types of new Parliaments did you think was better as fan as taste or flavor is concerned?		47-
No difference or don't know3 (Skip to 39)  b. Why do you think that one has the better taste or flavor?  c. Why don't you like recessed filter tips as well?  35-  36-  Don't know36-Y	Recessed34-1)		
b. Why do you think that one has the better taste or flavor?  c. Why don't you like recessed filter tips as well?  35-  36-  Don't know	Flush2 (Ask b)	\$ 1 m	
c. Why don't you like recessed filter tips as well?  35-  36-  Don't know	No difference or don't know = 3 (Skip to 39)		. \ <b>L</b>
c. Why don't you like recessed filter tips as well?  49-  36-  Don't know36-Y	N Why do not still also and to be a	Don't know	_48_Y
35- 49- 36- 50-	22 Willy do you tilink that one has the petter taste or flavor?		
36- Don't know36-Y		c. Why don't you like recessed filter tips as	well?
36- Don't know36-Y			L
36- 50- Don't know36-Y	35-		
Don't know36-Y			49
Don't know36-Y			
Don't know36-Y	36~		ĺ
Don't know36-Y			-
			50-
QUESTION 38 OMITTED ON THIS FORM.  Don't know	Don't know36-Y		
1	QUESTION 38 OMITTED ON THIS FORM	Don't it	mow 50-Y
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	inter of the Summary with the high Constitution and constitution and constitution with the constitution of the		ers negri saler underkenskalense

42s. Now about the length of the eigenenee Dod you notice any difference between the length of these eigenenes and the desired between the length of these eigenenes and the desired control of the comment of the control of the contr	사람들이 가장하는 그 이 생활을 하고 그렇게 하는 사람들과 사람들이 했다면 나를			PAS Page	11
difference between the length of these cigarettes and decones you untailly mode?  Yes:				an gray and my the second	- x25,
Yes				the <u>new</u> Parliame	nte
No			Yes		
Don't know	No2)		a degree of	.d 9:	വര്ം. 2—1
b. Which did you prefer as far as length gor?  Usual 51-4  Tet 5  Don't know 6  Don't know 5		431			
Unua	b. Which did you prefer as far as length goes?		Flush		_2
Tet 5 No Don't how 6 Don't how 5	그렇게 하는 이 살아가는 동네 나는 것이다. 아니죠? [1.	51-4	Either	or both	_3
Don't knov			No	<u> </u>	_4
		_6	Don't know	, <u>, , , , , , , , , , , , , , , , , , </u>	5
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	그래요한 왕성들의 병호 기계 수는 요.				•
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